Notes in Reminder

- What we have:

- The baby boomer generation is now taking the reins of corporate + government power + wealth, and being layed off, + rethinking.

- One of the most influential guides and sources of education for that generation was THE WHOLE EARTH CATALOG. – it taught local values + personal ability.

- Most people in America who have a sense of appropriate technology, a feeling for living in harmony with nature from their garden thru energy, local resources, living lightly – they associate that with Whole Earth and the thinking behind it – eg [illegible] [illegible] – systems thinking.

What we have - ?

- Name + the tradition — known + respected widely among boaters
- Group of subscribers + newsstand purchasers: c. 30,000
- Library

- The money

~~Over the last year or ½ we~~

During 1995 we found that we could produce the magazine for about $200,000 an issue = 800,000 a year.

We were running a deficit of about $20,000 a month; $240,000 a year.

To get better writers we will need to pay more, and to increase the circulation we will need to invest between 100,000 + 200,000 a year.

To do this thing right we will have expenses of about $1,000,000 a year, for the next

Over 4 or 6 years this expenditure should bring our income up from 400,000 to 870,000 calculations:

to increase by 10,000 new readers = 300,000

- after 2 years 15,000 - 25% = 11,000 + 10,000 = 20,000 subs

20,000
@ 29
20,000
$ 580,000 income

+ $ 200,000

25,000
@ 29
25,000
145,000
58 0 00
$ 725,000 income

+ $ 200,000

30,000
@ 29
30,000
$ 870,000 income

Other income:
- Whole Earth Guides
- Membership @ $35 to 55
- Conferences
-

Potential Readers:

- A large percentage of magazine readers
  between the age of 40 + 50
  who have good memories of the
  Whole Earth Catalogs of
  the 70s,
  + a smaller proportion who remember
  the CoEvolution Quarterly.

- A small percentage of college age
  generation, who care about
  a viable future.

- Overseas editions

Options:

- $100,000 produce the next issue & work to get money to produce the next one.
  - or go to newsletter form to get the next angel.
- Go for profit & eventually sell to a merge with a for profit.
- Shut down.
- FDE takes over.

- We cannot save the name if we shut down.

- Wendell – we have failed to develop an economics for the vision.

- Teddy G. – the global economy is going to spawn local economies, by laying off so many people who then will not be able to re-enter the global economy.

- Wes – Our friends, our movement, is not thinking deeply enough. We are repeating the old things we have been saying, without examination. "We've got to bear down."

We need new criteria + new thinking on two vital issues –

- what economic systems could be viable on a planet of 7 billion people?
- what are the technologies that would work (and how will they be produced) to help bring about a viable civilization.

Then there are the cultural issues around all that.

Advertising

- Books
- Foundation public statement of goal
- energy companies
  - look in WEC
- outdoor industry Patagonia, North Face
- European company, Mountain Travel Sobek
- riffle through Utne, Smithsonian who's advertising in
- w/o compromising values
- put a tight policy
  - on copy
  - forward
- NPR might take ads
- certain films that are coming
- might be good to go specifically to some advertisers
  give lower rates in
  the
  - Patagonia
    full page ad $5,000.
- check out who's advertising in Audubon
  hit list of 200 firms
  50 of them might take a shot.

- get info back from your other
  successful advertising

- of the 6 or 7 [illegible] can identify
  the core readers – so
  what kind of advertisers
  – what their buying habits
  are.

- there are so many kinds of different genres
  maybe you could do 500

- schools, seminaries, universities

- religious stores

- Trusts

- Set a goal of $100,000 to 200,000 in ads
  per year

- get an ad from ad buyers

- get ourselves registered in the media
  directory.

- talk to Twolkovi's

- ~~[illegible]~~ talk to Public Media Center – tell
  them we want a bunch of

- publishing houses like Zed books

- "how to" books

- sell it in Patagonia stores

Paragon in New York

LL Bean - Freeport would sell 100,000 copies in the store.

Eddie Bauer

North Face
REI

See whose advertising.

outdoor
agricultural
crafts
Utne reader

- mail order is probably high

Check out alternative magazine people subscriptions for their hobbies

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Readers Guide

- get the items back from often

Think you could sell them other crazy stuff in Patagonia stores
REI
Patagonia

- if can get them for $1

- 250 subscription solicitation
  with a catalog with it,

  MWEC comes free with
  the subscription.

— get the list right

— select lists — not high schooled,

— your magazine has to be in

  - the person who has to have the rose
  - seek — student environmental action committee
    say to them — we'll put a
    full page ad on you
    if

- piggy back on | Sierra Club

  this is a real support piece for

- Every positive reply multiply by 5.
- Every reply negative multiply by 10.

Put on the Board who knows how to sell it,
like a Mormon.

- someone who does not want to manage but really wants to sell
- Michael Klein
  Elissa Andersen knows him
  we want his entrepreneurial ideas.

- anti-smoking

- ask Herb Gunther for an hour of his time.
  - ask who can we get
    socially ads of his

- could trade something like
  Michael Colby, Bob Walter

  - We'll give you free advertising space
    if you give us your names.

  - show them our loyalty

  - do the barter system

  - activist orgs, [illegible]

  - Go to

  - Island Press, Earth Island

  - free space for names.

"It would figure highly in any
involvement we would
~~be~~ that you formally
announce that we will
stick with the print media."

~~If it is~~

True believers are the ones who
do the long march.

Kirk Sale is a writer + leader in
Luddites + uses a computer,

° Looking to convert one or two hundred,

— Talk negative about computers,

The 60s + 70s created a wave of urban young people
returning to the land, growing own food.

The 90s technology critique + corporate rule critique
+ loss of jobs can lead to another wave.

CoEvolution Classic

CoEv Classic

Ⓐ
- CQ original values
- "meaningful work"
- critique of global corporate, IGS
- penetrating technology assessment
- agrarian alternatives
- tools for ecofarming
- tools for preservation / restoration | of natural systems

For:

Ⓑ
- core long termers:
- former "simplicity" people
- young people with eco-sense, looking "meaning work"
- many countries
  - Latin America
  - Pacific Islands
  - Asia < Japan / China
  - Europe

[A] ∘ Editorial Vision

[B] ∘ Potential readership

∘ Management structure

∘ Marketing

∘ Financing

∘ Format, Frequency

∘

Our Options

What our choices are:

1. Receive $100,000 to 150,000
   - Set up an office, hire staff
     crank back up + put together issue #90.
     – publish this issue in
     the spring.
   - Begin soliciting renewals
   - Begin soliciting advertising
   - Begin a major fund-raising campaign
     to raise another 300,000
     by end 1997. (very hard task
   - Begin circulation expansion campaign using
     the money we raise, after shortfall.

2. Fold + pay off our debts – $55,000 to printer
   75,000 to Allswell BC
   130,000
   from the $115,000 subscriber's gifts
   15,000 from Compton
   130,000

   This will be a betrayal of the subscribers
   I feel, even though we told them
   it was going to be a risk.

3. Merger or sale to a for-profit media company
   looking for the name-value, image, of
   the Whole Earth Catalog.

   SONY
   Reverse Angle
   others

4. Join with an environmental foundation.

Doug's comments:

①

- 10% of Americans - appeal for this family
- Not hard to reach 30,000.
- How it looks - Utne is a magazine for today
  Plain " " .

  - practical people real problems w/ feet on the ground.
  - contemporary look

    judged by the cover
  - has to have the look of today.

    credibility at an instantaneous glance

    "packaged in today's print media language"

    we are in the consumer millennium society,
    we

    we also want that message —
    the existential conditions
    of today - the good + the bad
    of science, etc

    Do not over do that

    "I looked over the last 4 or 5 issues
    finish on paper
    type face
    graphics
    has to be simplified